

PROJECT
DROPIT Mexico

Evelyn Aguirre Almaraz (Argentina), Adam Bennett (UK), Rula Sawaf (Lebanon), Tong Zhang (China)



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INTRODUCTION

DROPIT Mexico provides data about the uneven water distribution and the imbalance of water resources across Mexico . By creating a website with a visual photo map of Mexico, DROPIT

plans to partner with local environmentalists and activists to share a more accurate image of Mexico's water ecosystem and highlight the communities that are in need of more sustainable and clean water supplies. engage those who are . DROPIT Mexico will spark conversation, encourage activism, and emphasize water as a basic human right for all Mexicans.

PART I: FRAMING THE PROBLEM

Country: Mexico

Issue: Insufficient data about the disparity of water access across Mexico and the resulting imbalance of distribution and resources for water for communities in need. .

Rationale:

Due to the rapid urbanization of Mexico, the disparity of access to clean water resources in rural and urban areas continues to grow. Because of this gap, it can be difficult to witness the stark contrast between developed and underdeveloped communities.

DROPIT Mexico will address the insufficient data and awareness about uneven water distribution and imbalance in water access across the country. Sharing a better image of Mexico's current water distribution inequalities and the communities that struggle as a result, will raise awareness for the communities most in need of safe and clean water.

The audience targeted is two-fold: in our pilot version, we will focus on water-oriented NGOs, photojournalists, reporters, and environmental activists who all have invested interests in addressing water inequalities in Mexico. These partners have first-hand knowledge of the issue, and will help launch the DROPIT network with an existing group of engaged individuals.

The media has highlighted the lack of clean water in Mexico's deprived areas but failed to focus on solutions. The media has also largely failed to report and scrutinize the lack of data gathered from industries about water pollution or the level of water recycling. Digital media and social networks will provide access to reach and connect people who can effectively spread and share information using multimedia visuals to share pertinent stories and photos.

PART II: THE SOLUTION

Our solution:

DROPIT Mexico will gather, curate, and present data about water issues that connect communities in need across the country. We plan to develop a website using GPS mapping technology to allow users to submit and share stories and photos whilst also enabling allowing the user to assess the severity (the good and the bad) of the water issue in a specific area. To begin, we plan to work with specific NGOs and organizations with a presence in Mexico and give specific representatives (DROPIT Ambassadors) from these organizations the opportunity to contribute and become an active participant in solving Mexico's water issue. Initially, they will

upload content, thereby giving an impression to future users as to how the website works and how it should look.

Through partner organizations we will identify community stakeholders who will be able to use DROPIT Mexico to share photos and stories of their communities whilst also assessing the quality of the water in a specific area. By doing this, we believe we will not only raise awareness and increase media attention to an important issue but also highlight areas of Mexico where more needs to be done to connect communities in need to a clean water source.

Whilst the Mexican and global media has covered the country's lack of clean water and the inefficiency of its waste system, there has been little published regarding the lack of data and transparency about water pollution and the level of water recycling, particularly within industries and municipalities. Because of this we believe that DROPIT Mexico will highlight this lack of data and create an incentive for the users of the website to upload and share photos of water use.

From a long term perspective, once the website has generated a significant amount of content, we aim to approach and collaborate with local centers for education in the hope that students will begin to use DROPIT Mexico to upload stories and photos to share with friends magnifying how the water issues affect Mexico's generation Y. We also hope to encourage students to go out and document the water issues in their community.

Working with students, we hope to challenge the topic of water imbalance and the recycling of water entering into debate and hopefully leave young people with a lasting impression of the importance of water. A medium term goal of DROPIT Mexico is to partner with universities to implement media literacy workshops in local schools on how to use media to document and challenge water issues in their communities.

We plan to build a counter narrative in communities, to spark debate and change the way in which local people use and think about water. For tourists within Mexico, this platform will not only satisfy their desire for entertainment but also allow give them a meaningful opportunity to share the issue of Mexican water with their friends across the world.

Implementation:

The initial phase of DROPIT Mexico will focus on working with a selection of NGOs in specific areas of the country using their experienced staff, working at a grassroots level to upload photos and share local stories. We believe that working with these NGOs will allow individuals to both understand Mexico's water issues and embrace the DROPIT community. We also hope that initially working with NGOs will give DROPIT Mexico more exposure and connect to a network of local, national and global media organizations.

After significant amounts of content have shaped the map and site, DROPIT 2.0 will launch and allow any online user in the area to upload photos, once there is an established base

of photos and stories to help guide them of the style and purpose of the website. DROPIT 2.0 will also be video-enabled for further storytelling capabilities.

Once the website has generated a significant amount of content DROPIT Mexico 2.0 will invite photojournalists, government workers, tourists, mission groups and other water related organizations to share their water related images on our website. In addition to this, we will also add multimedia elements such as videos and podcasts and will also consider organizing a local amateur video contest exposing water problems. DROPIT Mexico 2.0 will also allow us to increase our audience reach.

Some challenges with our approach include limited internet access in rural areas, risk of inappropriate content in version 2.0 (when open to the public), and online privacy. To address some of these problems, we will have a report system for other users to inform us of inappropriate messages so that the quality of website can be guaranteed. Apart from the report system operated by users, a web manager will be hired to supervise the content and operation of our website. Lastly, we will ask users for their permissions to share their content; for example, we will add a mandatory checkbox for our “terms and conditions” on the upload interface so that users can be informed of our privacy rules before they upload any information.

The main cost of DROPIT Mexico derives from website production, outreach to communities and hiring a part-time web manager. Additionally, our website platform will be accessible on all mobile and tablet browsers for increased accessibility. After the website launches, some additional costs may be required to maintain the normal operations and fine-tune. The ideal launch time for DROPIT Mexico will be in the spring of 2015. The sources of funding can be various; from local government organizations like CONAGUA to NGOs who have established relationships with DROPIT.

Project evaluation will be based on user traffic, page views, clicks, and total uploads. Similarly, amount of money raised for NGO partners via our site can be totaled and assessed. (For list of potential partners and cost breakdown, please see appendix.) Another long term and point of evaluation will be the data available upon request for other organizations, such as the UNDP to use as they see fit.

Visualizations:





1
FEATURED
STORY



- 1. READ STORIES
- 2. TOWN SITUATION
- 3. WHO WE WORK WITH



3
FIND
Town and
water situation

4

MEET
The NGO



1. READ STORIES



MARIA ANDANA



LETICIA



JUAN



COLEGIO SANTA JULIA

CHOOSE STORIES
↗

2. TOWN SITUATION



FIND

Select town

3. WHO WE WORK WITH



LINK TO
THE NGO
WEBSITE
↗



HOME

WHO WE ARE

DONATE

RATE

NGOs



Mary and Anna have to walk every day ten kilometres to get clean water. Their kids had to drop school to help them. They ask every sunday help to the mexico's government.

RATEIT



Rate severity of the issue

HELPMARY

SHARESTORY



You can either help mary with a donation or share her story by facebook or twitter